



**VERISIGN**

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VIA E-MAIL AND FEDERAL EXPRESS

7 January 2011

Mr. Kurt Pritz  
SVP Stakeholder Relations  
ICANN  
4676 Admiralty Way, Suite 330  
Marina del Rey, CA 90292-6601

Re: Verisign Response to Request for Information - .name Pure Number / Number - Hyphen RSEP

Dear Kurt,

I am writing in follow up to your request to Pat for more information relating to Verisign's .name Pure Number RSEP submission.

The proposed change to permit pure number and number-hyphen domain names is not a fundamental change to the .name TLD, as the .name TLD will continue to be for individuals for their personal use. If GNR had not inserted the restrictive language into the original .name contract back in 2000-2001, this restriction would not have been a part of the contract at all. Removing the restriction would provide .name with parity with all other gTLDs except one.

Additionally, numbers in the context of .name are relevant at this time because of how people around the world now use the web and the Internet. In many places in the world, especially in developing countries, mobile has become the predominate form of communication and interface to the web. A phone number is how one is known. And, typing numbers on a phone interface is often easier than typing letters. In GNR's application to ICANN for the .name gTLD, it was noted that a personal identifier can be someone's telephone number and GNR foresaw working with mobile operators in the future for applications that involved a .name domain, which is why this is not a fundamental change as it was envisioned to be a part of the TLD in the future. And, since 2002 when .name was launched, mobile subscriptions have gone from 1B worldwide to 5B today. We believe the market is now ready for such an offering.

Because Verisign was not the original registry operator for the .name TLD, Verisign contacted former GNR executives to confirm their original intent involving pure numbers. They stated that GNR's original intent by adding the restriction was not necessarily to prevent abuse but to preserve this totally blank space for future plans involving pure numbers instead of allowing it to be opened up for general availability at the outset. Verisign was advised by these executives that there is no written documentation regarding their intent.

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Verisign intends to treat pure number and number-hyphen domain names the same as it currently treats alpha or alpha-numeric .name domain names today. Challenges relating to the registration of pure number or number-hyphen .name domain names would be addressed under the Eligibility Requirements Dispute Resolution Policy. Additionally, with ICANN's approval of this RSEP, Verisign will enable the following regarding pure number and number-hyphen domains:

- Ability to add to the NameWatch reports<sup>1</sup> domain strings with all numbers and number-hyphen combinations.
- Ability to add to the standard and premium Defensive Registrations<sup>2</sup> service the ability to register domain strings with all numbers and number-hyphen combinations.

The IP and brand protection community will have the means to protect themselves via Verisign's Defensive Registration and NameWatch .name's IP and brand protection products.

Please confirm that this response addresses the questions that you expect from the board and that everything is now in order for this RSEP request to be included on the agenda for the next meeting of the board scheduled for later this month. Many thanks.

Best regards,



Barbara Steele  
Director of Policy / Compliance Officer  
VeriSign, Inc.

Cc: Pat Kane, Verisign  
Michael Mainwold, Verisign  
Craig Schwartz, ICANN  
Francisco Arias, ICANN

<sup>1</sup> **NameWatch** service monitors .name domain registrations for early identification of potential intellectual property infringement or identity theft, and a report is sent to the NameWatch registrant for the "string" it requested it be monitored. If the NameWatch string was "murray" and someone registered PILAR.MURRAY.name, the report would show:

**Direct matches of NameWatch string "MURRAY"**

Domain Name / SLD Email	Sponsoring Registrar	Registrant Name	Registrant Address	Creation/ Expiration/ Last Update
PILAR.MURRAY.name	Key-Systems	...	...	...

<sup>2</sup> **Defensive Registration** removes common law trademarks and copyrighted names from the pool of available domain names for the .name TLD. Standard Defensive Registration service removes exact names from Third-Level Domain Names. Premium Defensive Registration service blocks registrations of Email Forwarding, Second-Level, and Third-Level Domain Names.